



**ESC Congress 2011
27– 31 August
Pre Congress Mailing Insert Specifications**

A special high standard A4 size envelope has been created exclusively to be mailed to approximately 25,000 addresses (ESC Congress 2010 active delegates + ESC Congress 2011 pre-registered delegates).

- ✓ Quantity to be printed: 25 000
- ✓ Insert maximum size A4 (21 X 29.7 cm)
- ✓ Insert maximum weight 20g

Important Information:

- ✓ 1 insert promotes 1 event (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes, or Hands-On Tutorial).
- ✓ 1 insert promoting 1 Session with reference to the booth will be considered as 1 insert.
- ✓ 1 insert promoting 2 Sessions will be considered as 2 promotional inserts.
- ✓ 1 insert promoting 1 Session and full Exhibition details will be considered as 2 promotional inserts.

In order to facilitate the Pre-Congress Mailing Insert approval process, we recommend using the same invitation flyer from your stand to insert in the ESC Congress 2011 Pre-Congress Mailing Envelope.

➤ **Procedure**

To place an insert in the ESC Congress 2011 pre-congress mailing envelope, you must return the application form dully filled in and signed. The ESC will then issue the invoice. The insert must be approved by the ESC before being printed. The ESC will provide the delivery address to the company. The company is responsible for the delivery to the address listed below and by the dates listed.

Deadline for application and insert approval: 30 June 2011
Delivery Period: 01 July 2011 – 13 July 2011

Latest Mailing of envelopes: 01 August 2011

Contact the ESC Sponsorship team at sponsorship@escardio.org

➤ **Cost € 11 000** per insert Points awarded: **4**

Additional fee for overweight inserts (over 20g):

- Superior weight 40g: € 3 700
- Deluxe weight 60g: € 7 400

➤ **Invoicing**

Insert(s) are invoiced when the application form is received.

➤ **Cancellation fee**

Once the signed application form has been received, cancellation fees are 100%.

➤ **Shipping address**

ACK Group - Individual Solutions VAT: DE259738228

Satellite Organiser's name/ PCMI

c/o MY PLACE
Dachauer Strasse 382
80993 München
GERMANY

Contact:

Andreas Kraus
Mobile phone: 0034-637812009

➤ **Delivery periods**

01 July – 13 July 2011

IMPORTANT

- Please respect the delivery period listed above.
- The ESC will not and cannot guarantee the receipt of inserts if the above delivery periods are not adhered to.
- Please note that if the 25 000 inserts are delivered to ESC offices in France instead of the listed shipping address, any and all storage, shipping or handling fees will be charged to the sponsoring company.
- For logistical reasons inserts received after **13 July 2011** cannot be included in the envelope (no exceptions will be permitted).

➤ **Content approval**

Inserts must receive ESC approval before being printed and delivered.

Please refer to the ESC Congress 2011 Branding Guidelines for precise graphic information.